



INVENTORSHIP DECLARATION AND POWER OF ATTORNEY BY JOINT INVENTORS

I HEREBY DECLARE THAT:

My residence, mailing address, and citizenship are stated next to my name in PART A hereof.

I believe I am the original, first, and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled

METHOD AND SYSTEM FOR GENERATING AND PLACING KEYWORD-TARGETED ADVERTISEMENTS

the specification of which:

- is attached hereto.
- was filed on December 30, 2003 as Application No. 10/748,759 and was amended on _____ (if applicable).

I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with 37 CFR §1.56, including, for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim priority benefits under 35 USC §119(a)-(d) or (f), §172, or §365(a)-(b) of any foreign or international application(s) for patent or inventor's certificate listed in PART B hereof and have also identified in PART B hereof any such foreign or international application having a filing date before that of the application of which priority is claimed.

I hereby declare that all statements made herein of my knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

I hereby appoint the following attorneys and or agents associated with

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to prosecute the application and transact all business in the Patent and Trademark Office connected therewith: STEPHEN E. ARNETT, Registration No. 47,392, RODGER K. CARREYN, Registration No. 50,774, CARLOS CANDELORO, Registration No. 52,691, MAY Y. CHAN, Registration No. 51,053, BRIAN R. COLEMAN, Registration No. 39,145, CHRISTOPHER DALEY-WATSON, Registration No. 34,807, PETER J. DEHLINGER, Registration No. 28,006, DAVID BOGART DORT, Registration No. 50,213, DAVID T. DUTCHER, Registration No. 51,638, LEEANN GORTHEY, Registration No. 37,337, JOSEPH HAMILTON, Registration No. 51,770, PAUL L. HICKMAN, Registration No. 28,516, EDWARD S. HOTCHKISS, Registration No. 33,904, STEVEN KELLEY, Registration No. 43,449, JONATHAN P. KUDLA, Registration No. 47,724, STEVEN D. LAWRENZ, Registration No. 37,376, JACQUELINE F. MAHONEY, Registration No. 48,390, SHAILESH MEHRA, Registration No. 44,934, JUDY M. MOHR, Registration No. 38,563, CHUN M. NG, Registration No. 36,878, KENNETH H. OHRINER, Registration No. 31,646, PAUL T. PARKER, Registration No. 38,264, MAURICE J. PIRIO, Registration No. 33,273, AARON J. POLEDNA, Registration No. 54,675, TIM R. SEELEY, Registration No. 53,575, LAUREN SLIGER, Registration No. 51,086, CARINA M. TAN, Registration No. 45,769, LARRY W. THROWER, Registration No. 47,994, GLENN E. VON TERSCH, Registration No. 41,364, JOHN M. WECHKIN, Registration No. 42,216, MICHAEL J. WISE, Registration No. 34,047, ROBERT G. WOOLSTON, Registration No. 37,263, JAMES J. ZHU, Registration No. 52,396, all affiliated with Perkins Coie LLP.

INVENTORSHIP DECLARATION BY JOINT INVENTORS

PART A: INVENTOR INFORMATION AND SIGNATURE

Full name of FIRST inventor: Blake Scholl Nathaniel Blake Scholl^{BS}

Citizenship: US Mailing Address: 1200 12th Avenue South, Suite 1200
Seattle, Washington 98144-2734

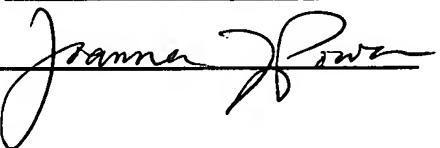
Residence (if different): Issaquah, Washington

Inventor's Signature:  Date: 7/8/04

Full name of SECOND inventor: Joanna Power

Citizenship: US Mailing Address: 1200 12th Avenue South, Suite 1200
Seattle, Washington 98144-2734

Residence (if different): Seattle, Washington

Inventor's Signature:  Date: 7/2/2004

Full name of THIRD inventor: Alexander DeNeui

Citizenship: US Mailing Address: 1200 12th Avenue South, Suite 1200
Seattle, Washington 98144-2734

Residence (if different): Seattle, Washington

Inventor's Signature: Alexander DeNeui Date: 3 July 2004

INVENTORSHIP DECLARATION BY JOINT INVENTORS

**PART B: CLAIM TO PRIORITY OF FOREIGN APPLICATION(S) UNDER 35 U.S.C. § 119(a-d)
and (f) § 172, or § 365(a)-(b)**

Country	App. No.	Filing Date	Priority Not Claimed
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